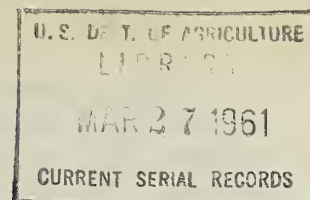


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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

JUNE 1960

CPFJ-104

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

September 1960

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JUNE 1960

By Clive E. Johnson
Market Development Research Division
Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Consumer purchases of selected fruits and juices in June 1960 continued to show wide changes from levels that prevailed a year earlier. Frozen concentrated orange juice was up substantially from the low volume of June 1959, in contrast to a sharp drop in retail sales of other frozen concentrates. Chilled orange juice volume jumped to about equal previous highs. Purchases of canned orange juice and prune juice climbed well above low mid-1959 levels, but miscellaneous canned juices dropped some and tomato juice fell heavily from the strong market of a year earlier. Purchases of canned grapefruit juice slid to a new low, and pineapple juice held at the slow movement of last June. On the other hand, pineapple-grapefruit drink was purchased in record volume for the month, and canned orange drink and miscellaneous fruit drinks rose to new peaks. Canned grapefruit sections were up considerably, coincident with sharply diminished supplies and purchases of fresh grapefruit. Supplies and purchases of fresh oranges also were down.

FROZEN AND CHILLED JUICES

FROZEN ORANGE
ABOVE PRE-FREEZE
AVERAGE

In June 1960 household consumers bought 5.2 million gallons of frozen concentrated orange juice at an average price of 17.9 cents per 6-ounce can. Purchases were 29 percent greater than the small volume of a year earlier; prices were 3.4 cents lower. Except for June 1957, when prices fell to the series low of 13.3 cents, this was the heaviest June movement yet recorded. The gain in retail sales over June 1959 was a result of an increase of 2 percentage points in the proportion of families buying, along with an 11-percent increase in the average size of purchase per buying family. Purchases have averaged 5.2 million gallons per month (28-day periods) for the season beginning October 1959, 29 percent more than in the corresponding 9-month period of 1958-59. ^{1/} Production of the concentrate in 1959-60 is 2 percent below the peak volume of the preceding season. Despite heavy carryover of inventory from 1958-59, processors' stocks at the end of June were about the same as a year earlier. (See figures, pages 12 and 25.)

^{1/} Monthly data in this report are for 28-day periods to facilitate comparisons.

OTHER FROZEN
CONCENTRATES
DROP SHARPLY

Retail sales of miscellaneous frozen concentrated juices amounted to 613,000 gallons in June, only three-fourths as much as a year earlier. Purchases for the season through June were also substantially less than in the same months of 1958-59. These products sold at an average retail price of 18.5 cents per 6-ounce can, 0.4 cent less than in June 1959. (See table 12, page 19.)

CHILLED ORANGE
JUICE HOLDS
NEAR PEAK

The proportion of families buying and total purchases of chilled orange juice in June were nearly the largest reported for any month in this 4-year series of data. Total purchases held at the May level of 2.3 million gallons, 30 percent more than in June 1959. About 5 percent of families bought, a gain of more than 1 percentage point over a year earlier. Purchases on a buying family basis, however, were down a little to 3.4 quarts. Retail prices, which had been steady for several months, averaged 37.3 cents per quart, 4.6 cents less than in June 1959. (See table, page 13.)

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE
UP 34 PERCENT

About 800,000 cases of canned orange juice were bought for home consumption during June, for a substantial gain over the low purchase level of a year earlier. ^{2/} Movement was also a little greater than in May, halting the downward trend that has prevailed since the beginning of the year. Buying-family purchases averaged 2.1 46-ounce cans for the month, compared with 1.7 cans a year earlier, and, the proportion of families buying (6.8 percent) was moderately greater. Retail prices at 36.8 cents per can were down 1.2 cents from May and 7.2 cents from June 1959. Except for the preceding season, production of this product in 1959-60 was the lowest for many years. (See figures, pages 14 and 26.)

GRAPEFRUIT JUICE
FALLS TO A NEW LOW

Retail sales of canned grapefruit juice dropped to 491,000 cases in June - the lowest reported in this 11-year series. Purchases for the season were 13 percent less than in the same 9-month period of 1958-59. Production of canned grapefruit juice was off 8 percent from 1958-59 to the lowest level in nearly a decade. Only about 4.5 percent of families bought the product in June, compared with 6.3 percent a year earlier, and the buying-family purchase of 2 46-ounce cans was also smaller. Retail prices were up 2.7 cents to average 32.1 cents per can. (See figures, pages 15 and 26.)

PINEAPPLE JUICE
HOLDS STEADY

Purchases of pineapple juice held at 950,000 cases, almost the same as in the preceding month and a year earlier. The average quantity bought per family, with 8.7 percent buying, was 2 46-ounce cans. This was a smaller propor-

^{2/} Canned single-strength juices and fruit drinks are reported in equivalent cases of 24 No. 2 cans...432 ounces per case.

tion of families buying than a year earlier, but a larger size of purchase. Prices continued to edge downward in June and at 30.2 cents per can, pineapple juice was 2.5 cents cheaper than a year earlier. (See figure, page 16.)

PRUNE JUICE
UP 12 PERCENT

About 566,000 cases of prune juice were bought for home use in June. This represented a 12-percent increase over a year earlier, and a moderate seasonal rise over May in contrast to the usual May-June decline. The gain over last June was a result of an increase in the size of purchase per buying family to 2.4 quarts; the proportion of families buying held at about 6 percent. Prices paid increased slightly to 43.5 cents per quart bottle. (See figures, pages 17 and 26.)

TOMATO JUICE
HOLDS AT
1954-56 LEVEL

Purchases of tomato juice for home consumption dropped 18 percent from a year earlier to 1.6 million cases, the lowest June volume in several years. Nevertheless, purchases equalled the 1954-56 average for the month in contrast to less than average purchases reported for other canned juices. About 15 percent of families bought, compared with 17 percent a year earlier, and the buying-family purchase fell to about 2 46-ounce cans. Accompanying these changes was a rise in price of 1.7 cents per can. (See figure, page 18).

MISCELLANEOUS
JUICES STEADY

The 1.5 million cases of miscellaneous canned juices bought in retail food stores in June was almost the same as in each of the 4 preceding months, or a year earlier. About 18 percent of the Nation's families bought one or more of these products during the month. On the average, a buying family purchased 1.5 46-ounce cans of miscellaneous single-strength juices at a price of 36.2 cents per can. (See table 11, page 19.)

SINGLE-STRENGTH
JUICES OFF
MODERATELY

In total, about 5.9 million cases of canned single-strength juices were bought for home consumption compared with 6.2 million cases in June 1959. The season's purchase through June was also moderately below the corresponding period of 1958-59. Consumption amounted to 2.6 46-ounce cans for the 41 percent of families that bought these commodities. (See table 11, page 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK
RISES TO NEW
PEAK

The proportion of families buying canned orange drink in June was the highest since mid-1956, and purchases climbed to a record 663,000 cases. Retail sales were up 17 percent from a year earlier and the preceding month for a heavy May-June gain. Nonetheless, total purchases for the season were somewhat below corresponding periods of each

of the 3 preceding years. Prices paid for this product at 29.4 cents per 46-ounce can, and the buying-family purchase of 2.5 cans were almost the same as in June 1959. (See figure, page 20.)

PINEAPPLE-GRAPEFRUIT DRINK AT NEW JUNE PEAK Retail sales of pineapple-grapefruit drink climbed 17 percent over June 1959, the same as canned orange drink. But in contrast to the month-to-month gains made by orange drink, purchases of pineapple-grapefruit drink at 1.1 million cases were down from the first of the year. About 8.5 percent of families bought, and the buying-family purchase averaged 2.4 46-ounce cans. Both components of sales were moderately greater than a year earlier, coincident with a drop in price of 1.5 cents per can. (See figures, pages 21 and 26.)

MISCELLANEOUS FRUIT DRINKS AT HIGH POINT Consumer purchases of miscellaneous canned fruit drinks rose 13 percent over May to reach 1.9 million cases, the largest volume reported since these data were first obtained in July 1959. The gain was attributed to a greater number of families buying; the family purchase held at 2.4 46-ounce cans. The average retail price of 34 cents per can was unchanged from the preceding month. (See table 12, page 19.)

FRUIT DRINKS UP IN TOTAL About 3.7 million cases of canned fruit drinks were bought in the aggregate by household consumers. This was 9 percent more than in May and the largest amount reported in the year these data are available. A greater number of families buying accounted for the gain. About 23 percent of families bought canned fruit drinks compared with 41 percent buying canned single-strength juices. Buying family consumption of the fruit drinks at 2.9 46-ounce cans for the month was 10 percent greater than consumption of canned juices.

FRESH AND CANNED FRUIT

ORANGES DOWN About 1.2 million boxes of oranges were sold in retail stores in June, or 17 percent less than in the same month of 1959. Movement of the Florida crop is practically completed, and the California crop is smaller. Purchases averaged 21 oranges for the 24 percent of families that bought compared with a purchase of 23 oranges by 28 percent of families a year earlier. Retail prices advanced 4.4 cents over June 1959, to reach 54.2 cents per dozen, the highest for more than a year. (See figures, pages 22 and 25.)

GRAPEFRUIT DOWN Grapefruit purchases were down seasonally to about 570,000 boxes, a substantially smaller quantity than was bought in June 1959. An average of 8 grapefruit were purchased by the 11 percent of families that bought. Both sales components were well below those of a year

earlier. Prices paid were up 4.5 cents to \$1.16 per dozen. (See figures, pages 23 and 25.)

GRAPEFRUIT SECTIONS
CONTINUE TO GAIN

With supplies of fresh grapefruit dwindling, purchases of canned grapefruit sections were up sharply from the preceding month and June 1959 to about 269,000 cases. ^{3/} Cumulative purchases for the season, however, were moderately less than a year earlier. Production of the product is about 12 percent smaller than in 1958-59. The gain in purchases over June 1959 reflected a greater proportion of families buying. Retail prices held at 20.7 cents per No. 303 can. (See figures, pages 24 and 25.)

^{3/} Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, JUNE 1960 and 1959

Commodity	Total purchases			Purchases per buying family				Families buying		Average price paid per actual unit		
	June 1960	June 1959	Change, 1960-59	Number	Quantity per		Percent	Percent	Unit	June 1960	June 1959	
					Number	purchase						
												June 1960
June 1960	June 1959	Change, 1960-59	Number	Number	Ounces	Ounces	Percent	Percent	Unit	June 1960	June 1959	
FROZEN CONCENTRATED JUICES:												
Orange	5,232	4,066	29	2.0	2.1	22.0	18.9	28.3	25.9	6-oz.	17.9	21.3
Miscellaneous	613	801	-23			14.8	15.1			6-oz.	18.5	18.9
Total	5,845	4,867	20		2.3		18.1		28.7			
CHILLED ORANGE JUICE	2,271	1,748	30	2.7	3.0	40.0	37.0	5.0	3.9	32-oz.	37.3	41.9
CANNED SINGLE-STRENGTH JUICES:												
Orange	801	596	34	1.6	1.6	59.6	50.1	6.8	6.2	46-oz.	36.8	44.0
Grapefruit	491	712	-31	1.4	1.5	64.7	64.4	4.5	6.3	46-oz.	32.1	29.4
Pineapple	950	941	1	1.4	1.5	64.9	57.6	8.7	9.4	46-oz.	30.2	32.7
Prune	566	507	12	1.9	1.8	40.6	39.7	6.1	6.0	32-oz.	43.5	43.2
Tomato	1,581	1,933	-18	1.5	1.5	61.3	65.6	14.8	16.9	46-oz.	27.8	26.1
Miscellaneous 2/	1,475	1,508	-2	1.7		39.8		18.2		46-oz.	36.2	
Total	5,864	6,197	-5	2.3		52.6		41.2				
CANNED SINGLE-STRENGTH DRINKS:												
Orange	663	568	17	1.4	1.5	81.5	77.7	4.9	4.2	46-oz.	29.4	29.4
Pineapple-grapefruit	1,125	963	17	1.4	1.4	78.1	71.7	8.5	8.1	46-oz.	28.8	30.3
Miscellaneous fruit	1,902			1.6		69.1		14.1		46-oz.	34.0	
CANNED GRAPEFRUIT SECTIONS	269	233	15	1.5	1.5	35.7	38.6	4.5	3.9	16-oz. 3/	20.7	20.7
FRESH FRUIT:												
Oranges	1,169	1,401	-17,	1.8	1.9	11.6	12.1	23.9	27.5	Doz.	54.2	49.8
Grapefruit	570	774	-26	1.7	1.9	4.5	4.4	10.8	13.2	Doz.	116.3	111.8

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May	1,735	1,976	3,503	2,768	457	389	394	343	6,089	5,476
Jun.	1,169	1,401	3,516	2,724	468	357	393	311	5,546	4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

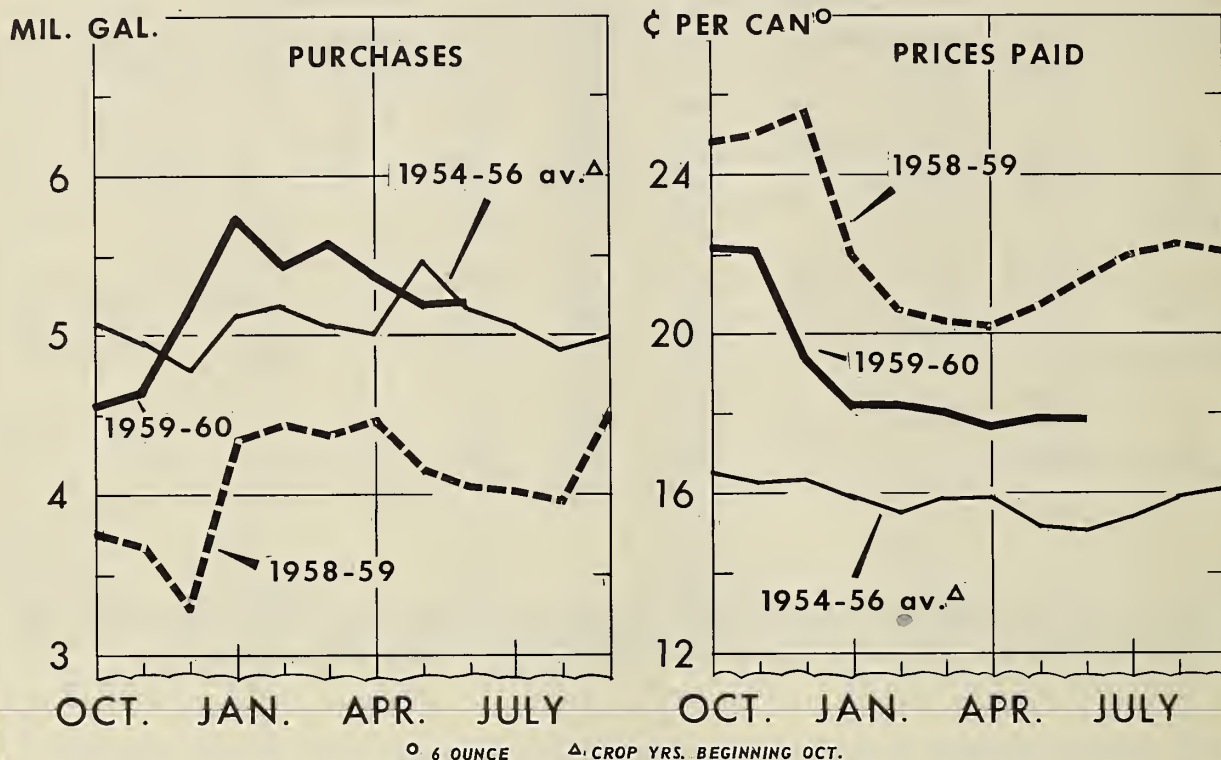
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May	1,160	1,383	432	648	165	144	1,757	2,175
Jun.	570	774	364	523	187	168	1,121	1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60 (9) AGRICULTURAL MARKETING SERVICE

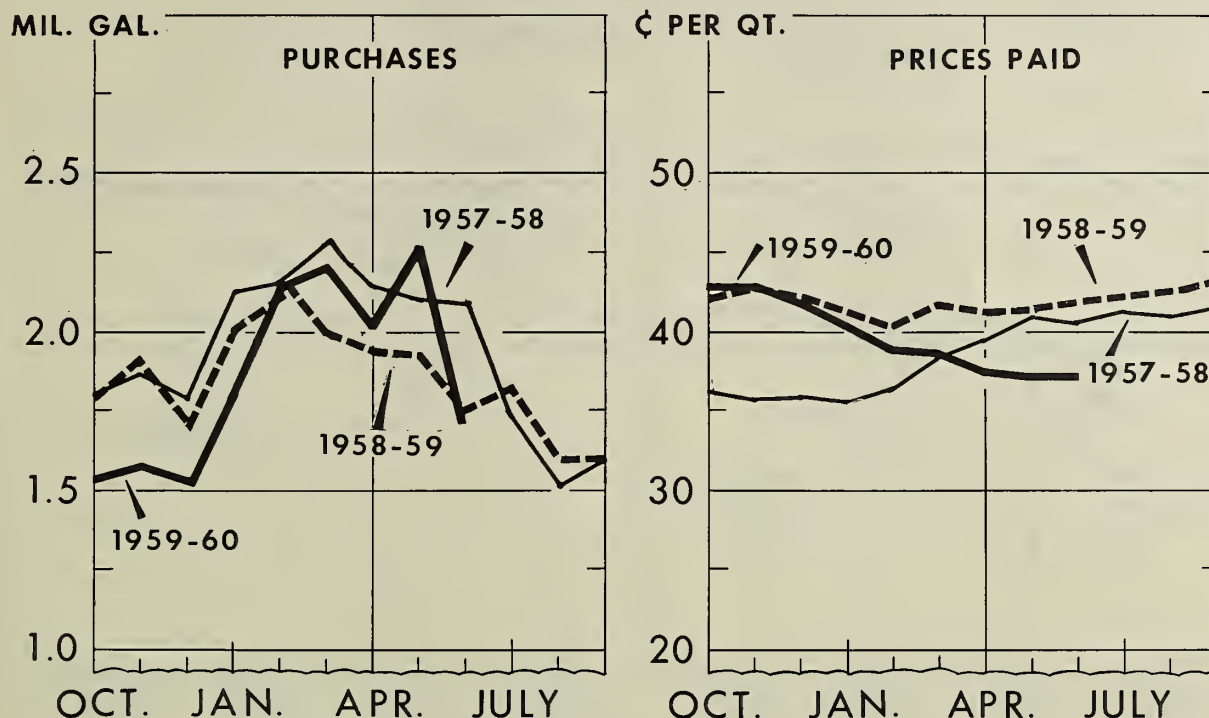
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	15,902							
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.	25,707	32,579							
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May	5,213	4,131	5,441	27.7	24.8	24.2	18.0	20.7	15.2
Jun.	5,232	4,066	5,147	28.3	25.9	23.5	17.9	21.3	15.1
Oct.-Jun.	39,221	49,479							
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season	52,870	65,680						22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60 (9) AGRICULTURAL MARKETING SERVICE

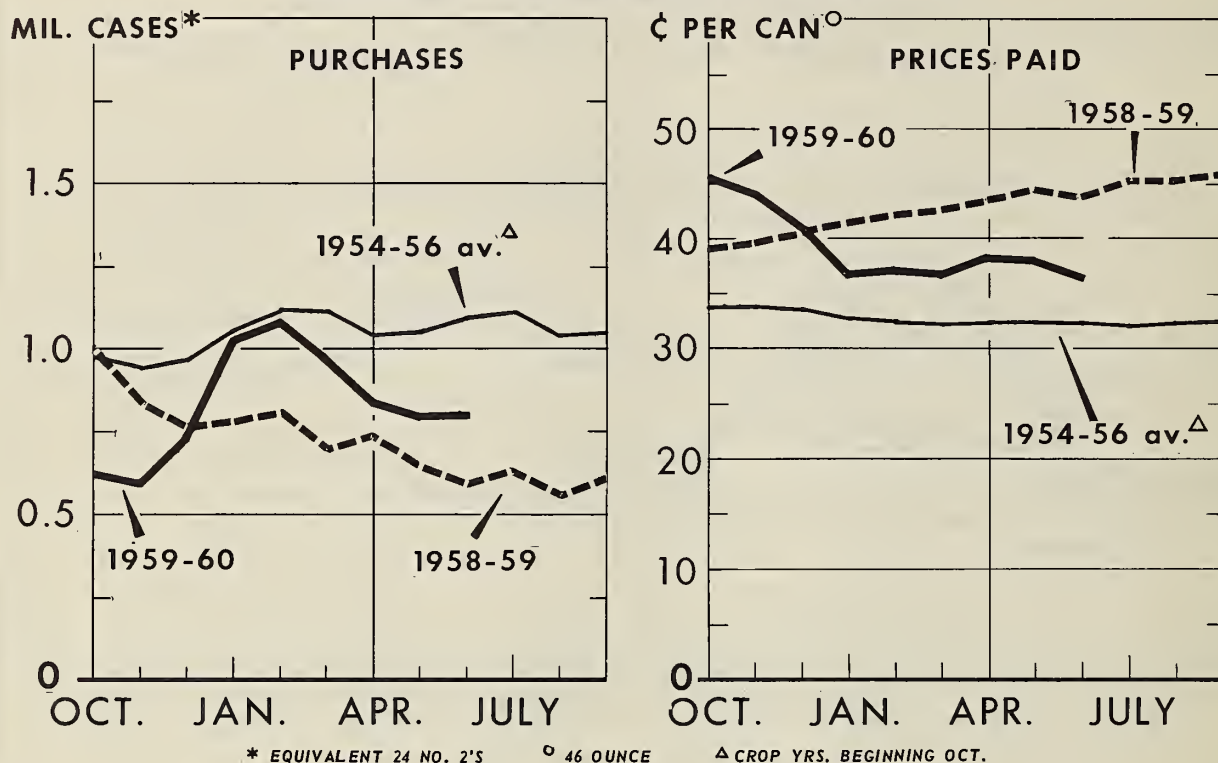
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period ^{1/}	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents ^{2/}	Cents ^{2/}	Cents ^{3/}
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May	2,277	1,925	2,099	4.7	4.1	4.2	37.3	41.4	40.9
Jun.	1,726	1,748	2,087	5.0	3.9	4.0	37.3	41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Price per actual quart. ^{3/} Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649- 60 (9) AGRICULTURAL MARKETING SERVICE

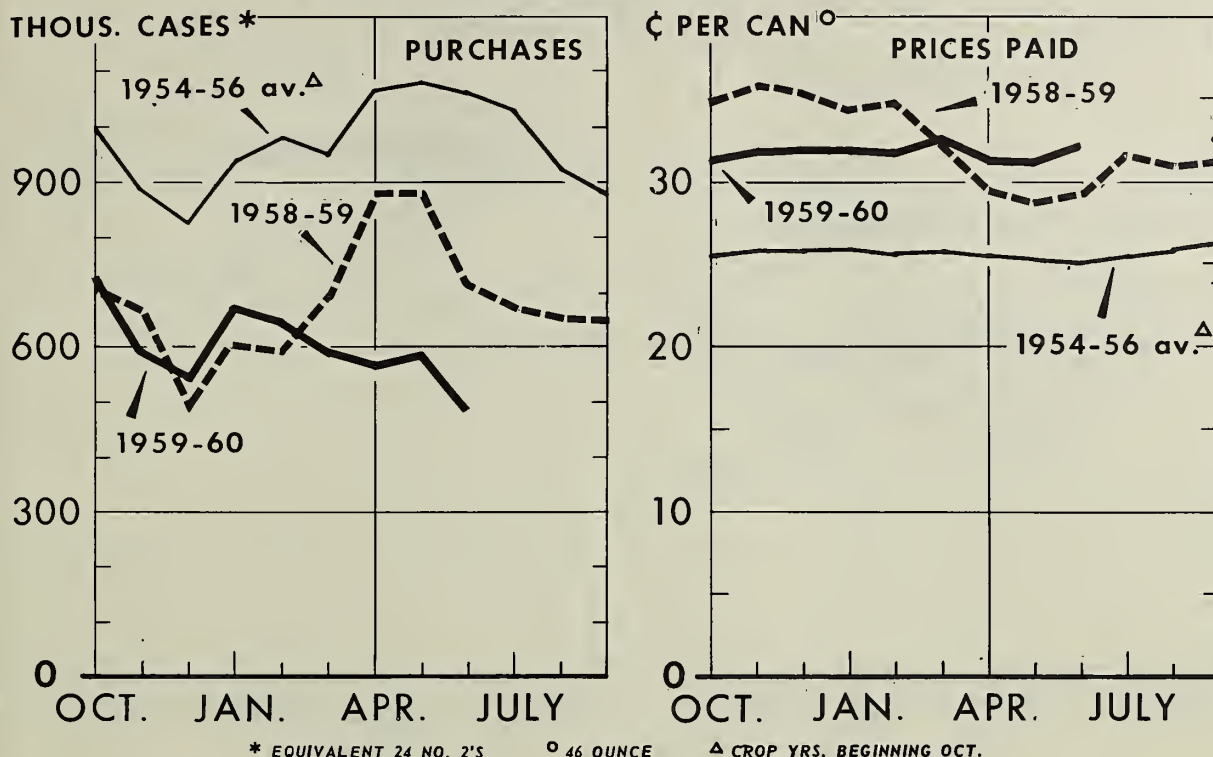
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May	782	650	1,046	6.8	6.3	11.0	38.0	44.5	32.3
Jun.	801	596	1,087	6.8	6.2	11.0	36.8	44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (9) AGRICULTURAL MARKETING SERVICE

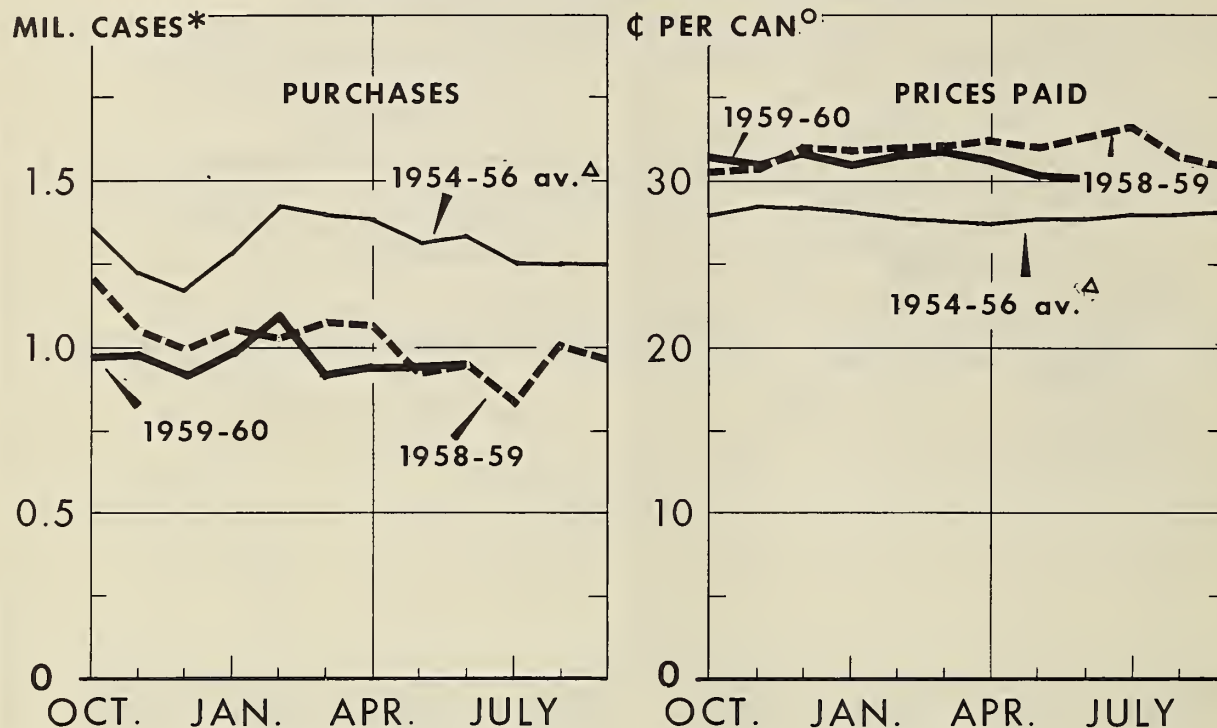
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000	1,000	1,000						1956-57
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May	583	882	1,083	5.0	7.5	7.4	31.3	28.8	25.4
Jun.	491	712	1,063	4.5	6.3	7.2	32.1	29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2's

^o 46 OUNCE

Δ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-60 (9)

AGRICULTURAL MARKETING SERVICE

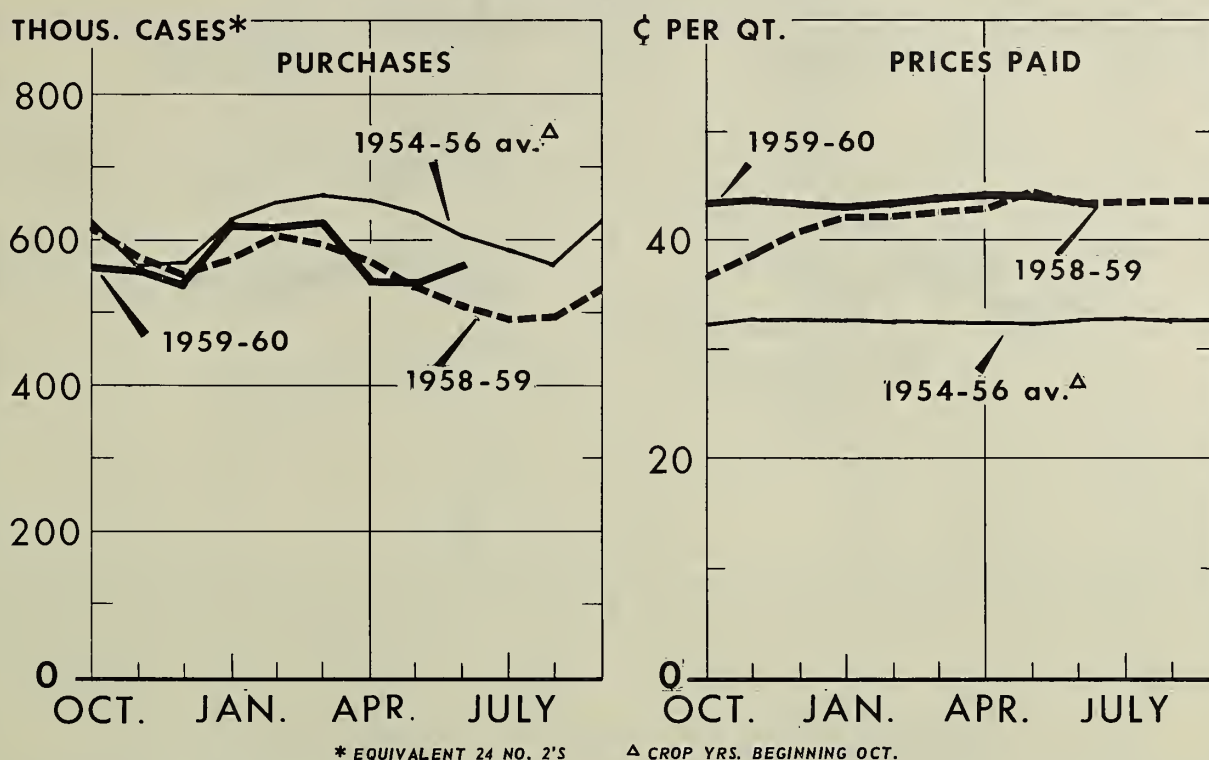
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May	940	926	1,312	8.5	9.3	12.6	30.7	32.1	27.7
Jun.	950	941	1,335	8.7	9.4	12.3	30.2	32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (9) AGRICULTURAL MARKETING SERVICE.

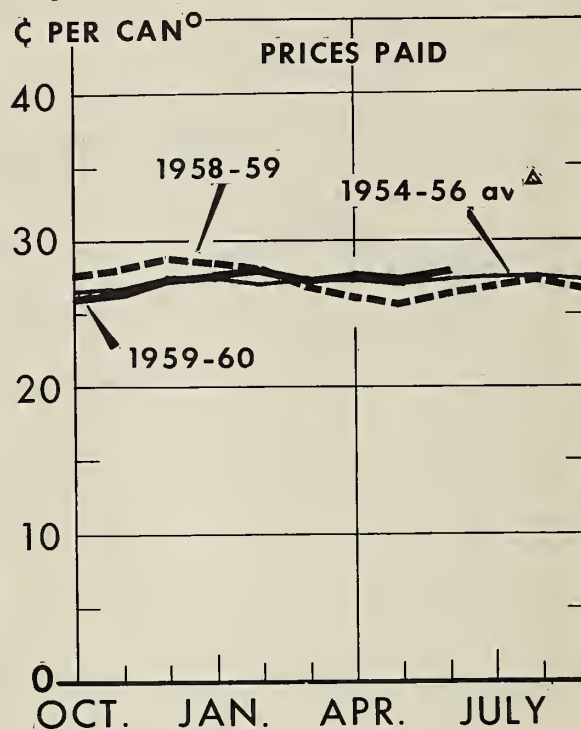
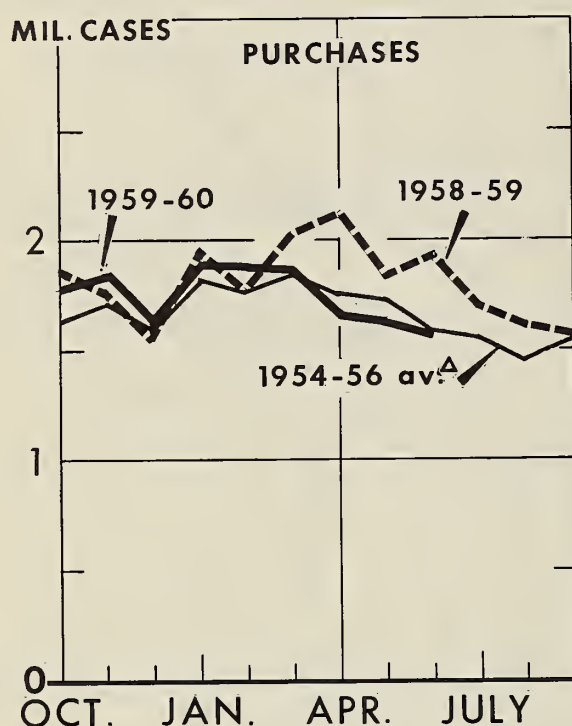
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May	544	536	636	5.8	6.3	7.0	43.9	44.2	32.4
Jun.	566	507	603	6.1	6.0	6.7	43.5	43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S

○ 46 OUNCE

△ CROP YRS. BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60 (9) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period ^{1/}	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May	1,630	1,846	1,715	15.0	16.0	17.4	27.4	25.6	27.0
Jun.	1,581	1,933	1,593	14.8	16.9	17.1	27.8	26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period <u>2/</u>	Miscellaneous canned juices <u>3/</u>			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April	1,414	1,476		5,944	6,855	
May	1,453	1,598		5,932	6,438	
June	1,475	1,508	1,694	5,864	6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases ²⁴ No. 2 cans...432 ounces per case.

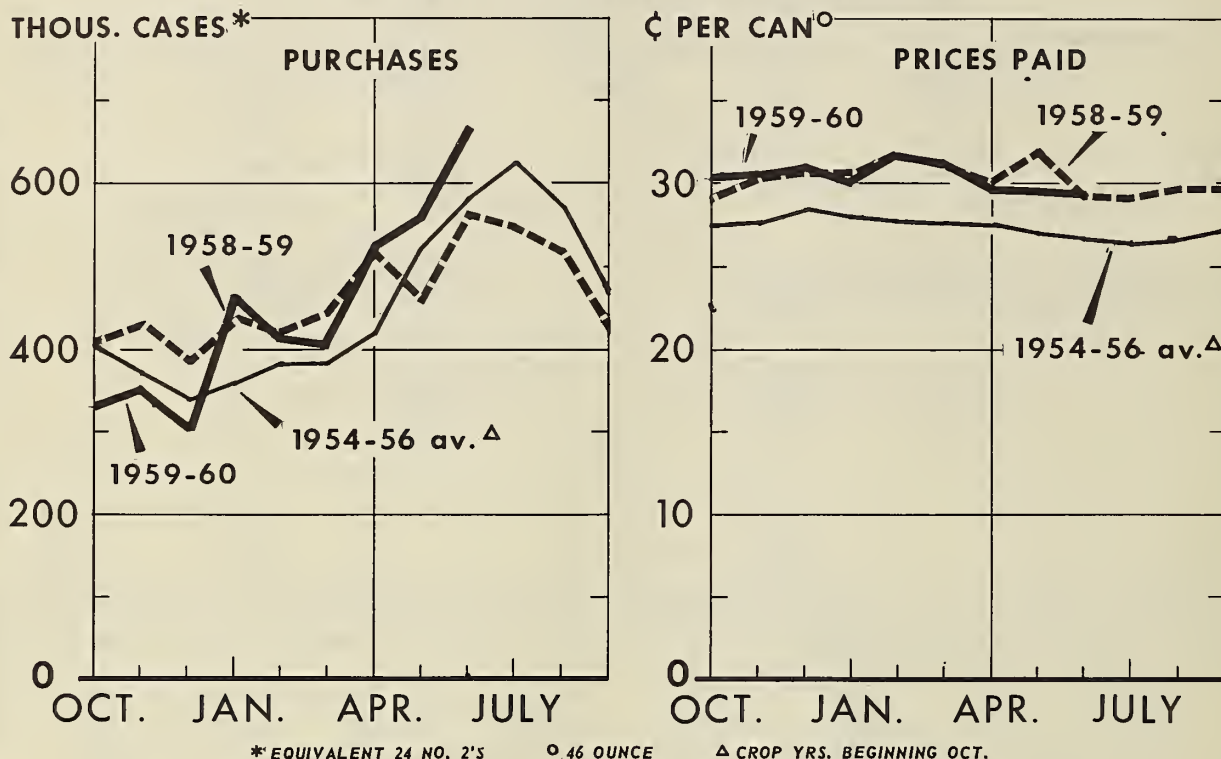
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period <u>1/</u>	Miscellaneous frozen concentrated juices <u>2/</u>				Miscellaneous canned fruit drinks <u>3/</u>			
	Purchases		Prices paid		Purchases		Prices paid	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May	649	740	18.5	19.1	1,676		34.0	
June	613	801	18.5	18.9	1,902		34.0	
July		734		18.9		1,795		31.2
August		670		19.0		1,680		31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. 4/ Equivalent cases ²⁴ No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(9), AGRICULTURAL MARKETING SERVICE

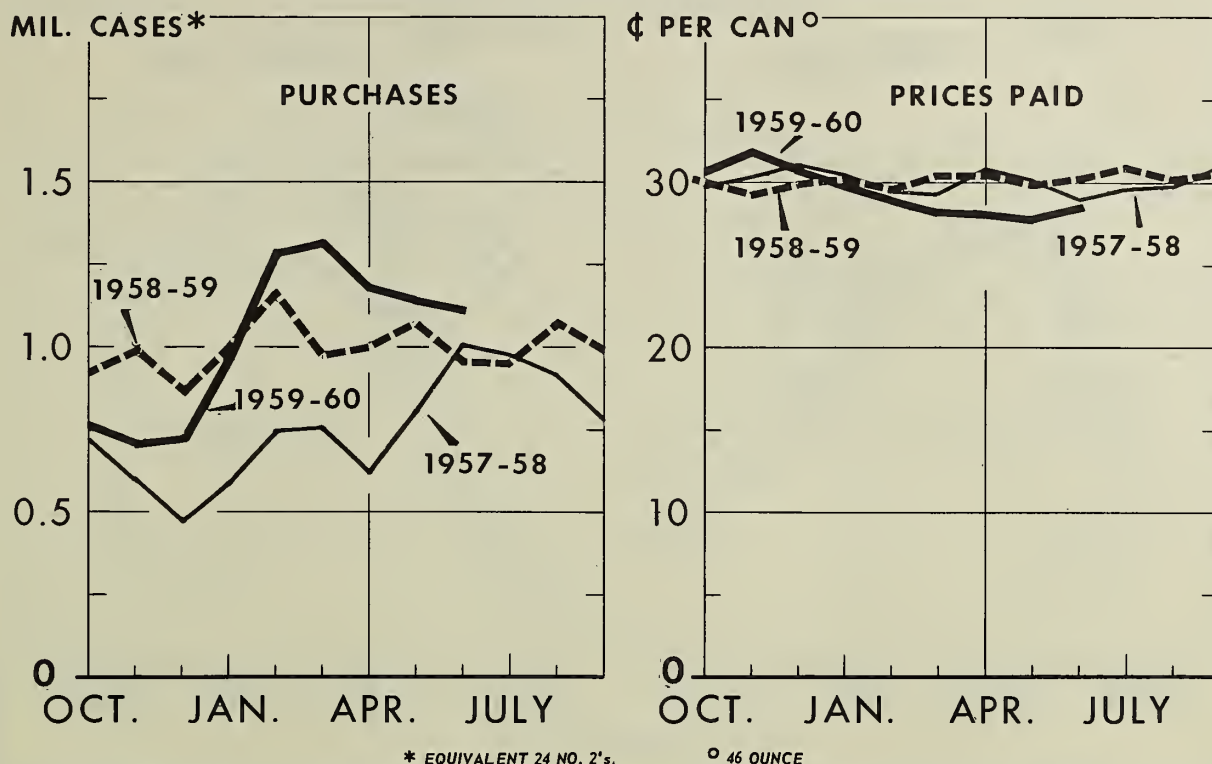
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May	563	461	524	3.8	3.6	3.7	29.9	31.7	27.0
Jun.	663	568	581	4.9	4.2	4.1	29.4	29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (9)

AGRICULTURAL MARKETING SERVICE

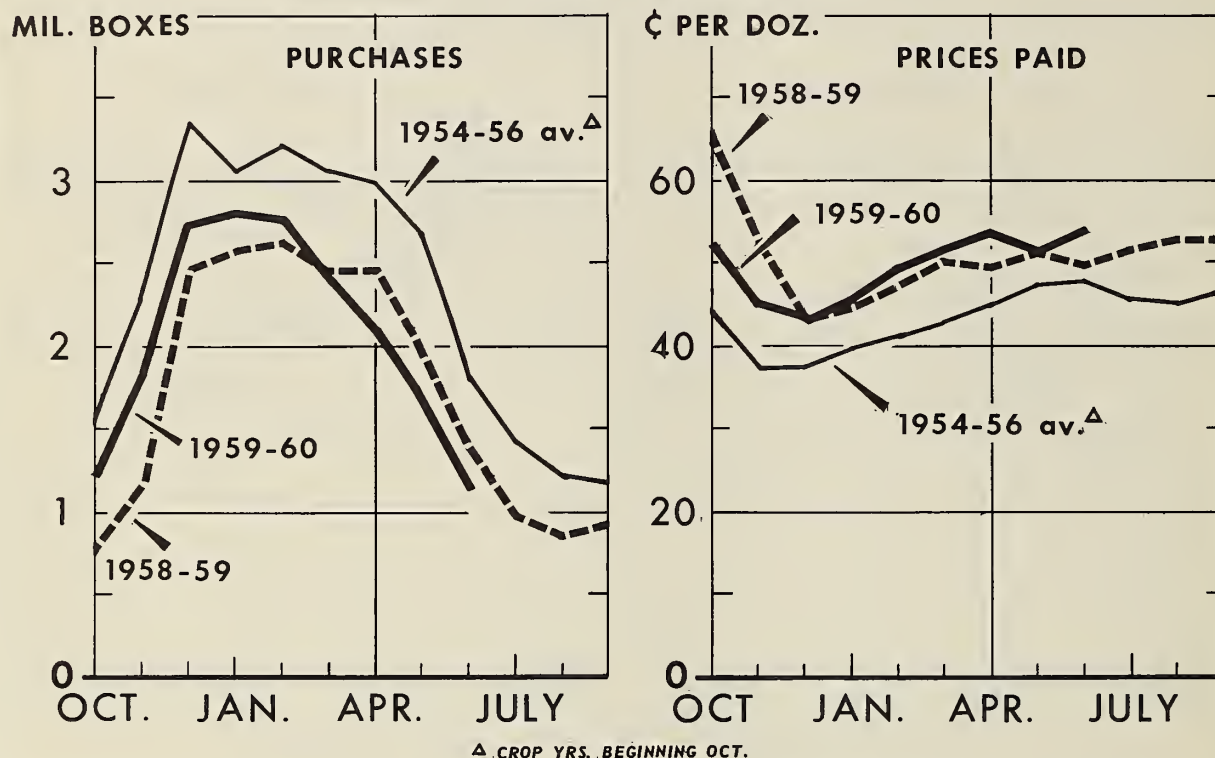
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period ^{1/}	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May	1,158	1,079	808	8.4	9.4	7.3	27.9	29.9	30.2
Jun.	1,125	963	1,068	8.5	8.1	9.2	28.8	30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60 (9) AGRICULTURAL MARKETING SERVICE

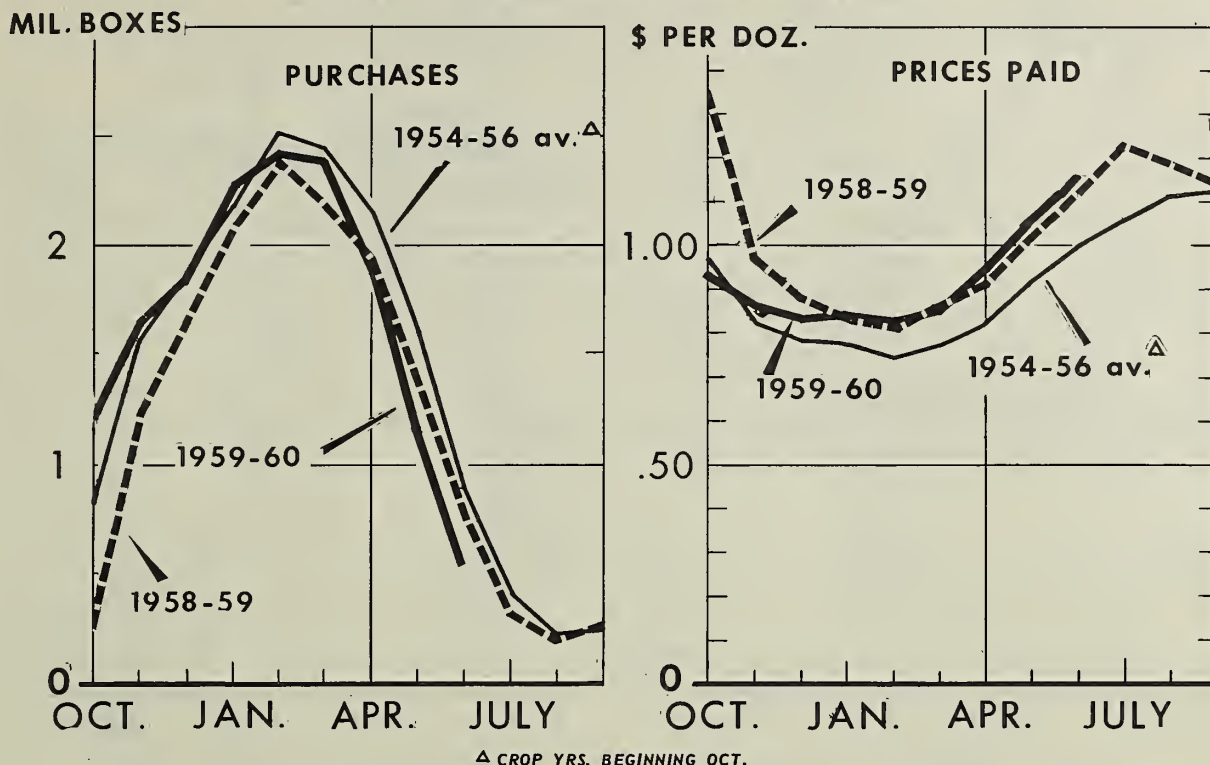
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May	1,735	1,976	2,682	31.8	34.5	32.1	51.3	51.2	47.4
Jun.	1,169	1,401	1,801	23.9	27.5	24.2	54.2	49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658- 60 (9) AGRICULTURAL MARKETING SERVICE

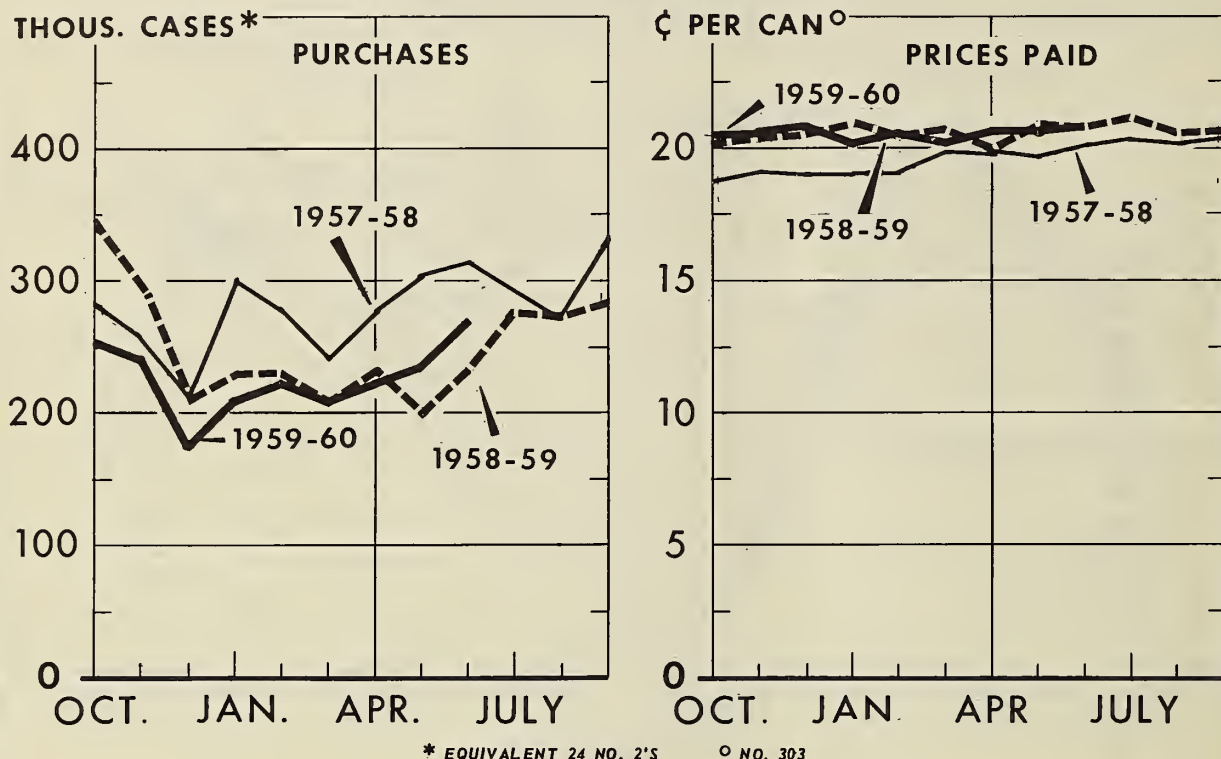
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May	1,160	1,383	1,587	18.2	20.1	18.4	107.3	101.4	91.5
Jun.	570	774	896	10.8	13.2	10.0	116.3	111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6654-60 (9) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May	237	200	303	3.7	3.9	5.7	20.5	20.9	19.7
Jun.	269	233	312	4.5	3.9	5.8	20.7	20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT

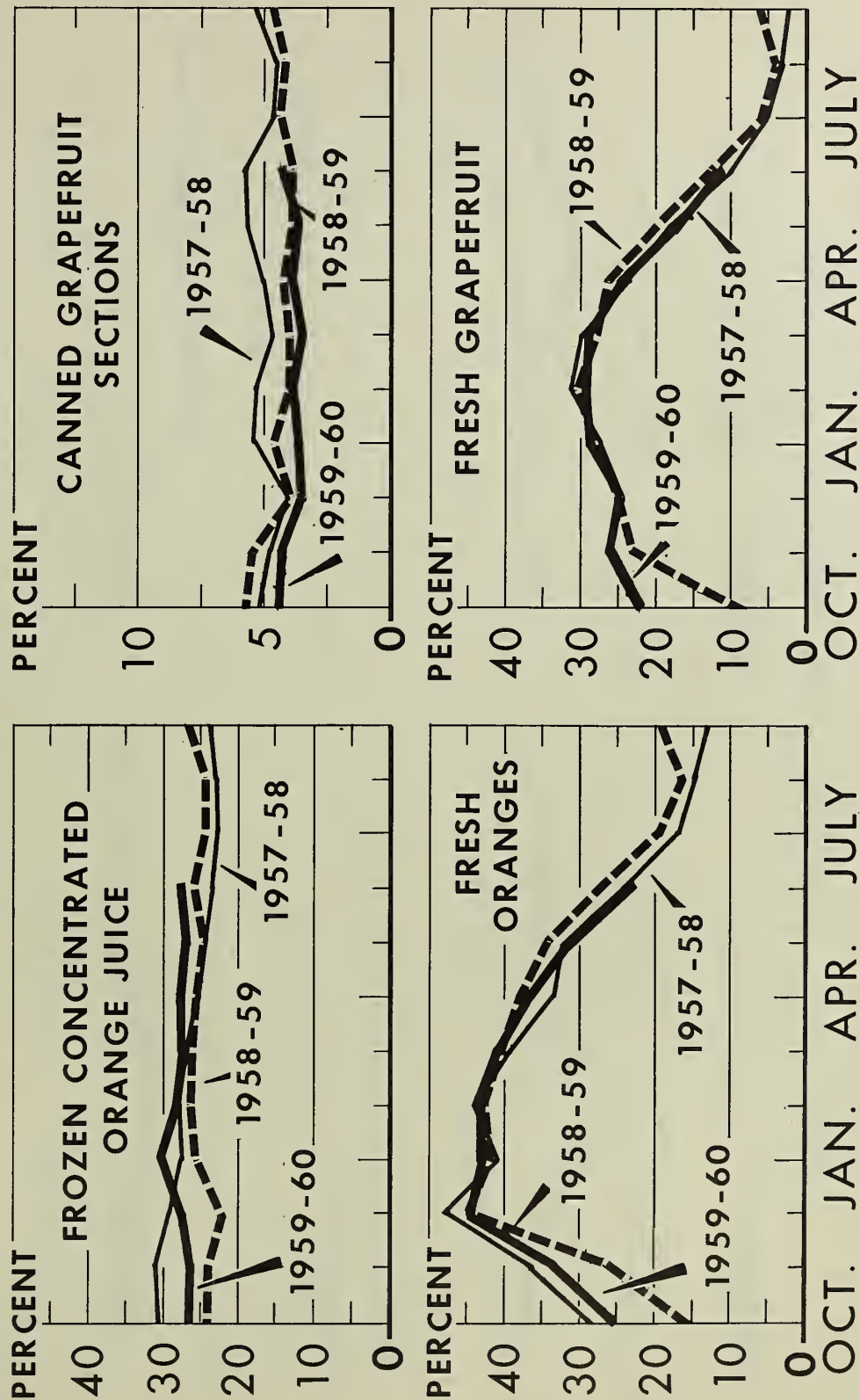
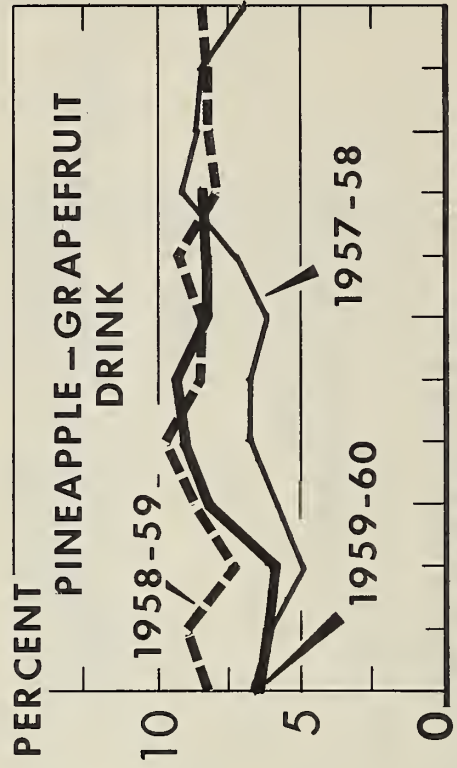
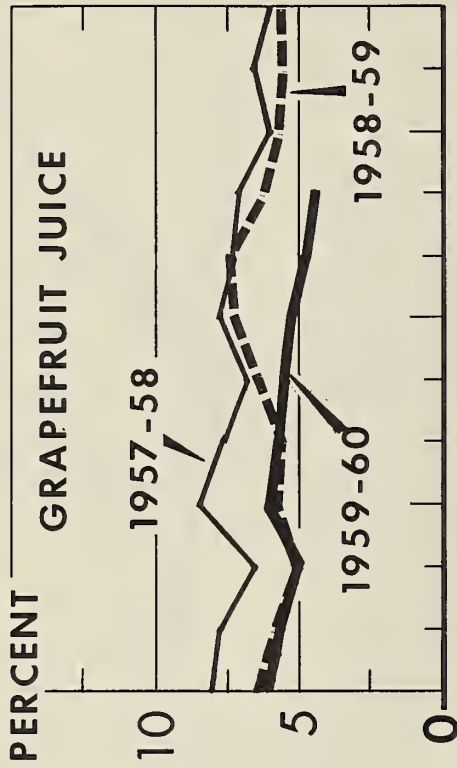
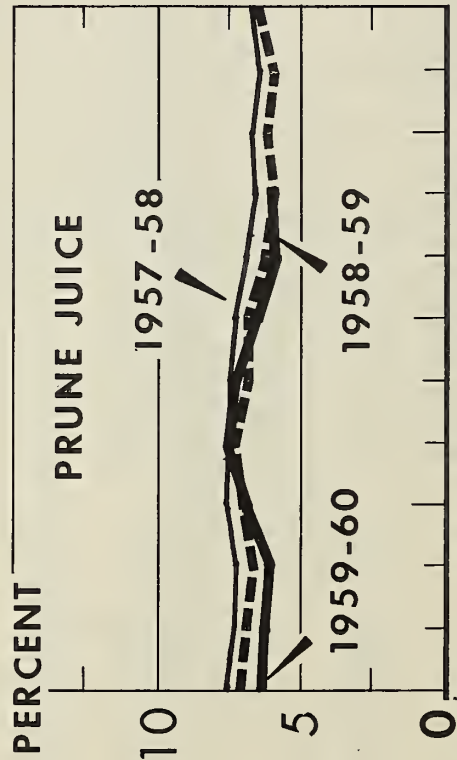
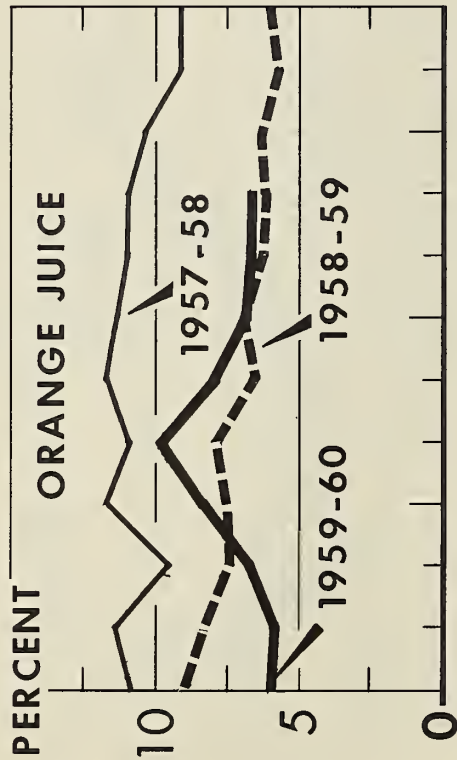


Figure 13

U.S. DEPARTMENT OF AGRICULTURE

NEG. 7550-60 (9) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES





UNITED STATES DEPARTMENT OF AGRICULTURE
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